

## VOLTAS introduces, industry's first, *Adjustable Inverter AC* range, with the unique value proposition of *Flexible Air Conditioning*

- *Augments its Product Portfolio, with the introduction of its 2019 range of Cooling Products*
- *Strengthens its range of Voltas Beko Home Appliances*
- *Strengthens its offerings in Air Coolers & Commercial Refrigeration Products*

**Mumbai, March 19, 2019:** Voltas, India's undisputed leader in Cooling Products, and the No. 1 AC brand, from the house of the Tata's, has further strengthened its leadership position in the Cooling Products space, by launching its new range of **Voltas Adjustable Inverter ACs**.

Launching the new range of Air Conditioners, **Mr. Pradeep Bakshi, Managing Director & CEO, Voltas Limited** said, *"Having already built a strong equity in the savings and comfort space, we want to take our product offerings to the next level of convenience. Our new range of Adjustable Inverter ACs, compliments the consumer's need for convenience, along with savings. With this launch, we have further enhanced the technology quotient in our products, to exceed customer expectations."*

Voltas' Adjustable Inverter AC comes with the unique value proposition of '*Flexible Air Conditioning*' that allows the user to switch from 1.5 Ton to 1 Ton capacity, and vice versa, depending on the **ambient heat** or **number of people** in the room; leading to savings and optimization of running cost.

The overall Voltas 2019 AC product range includes **over 100 SKUs**, with 39 SKUs in Inverter ACs, 26 in Split ACs and 32 in Window ACs, besides Cassette and Tower ACs

Voltas' new range of ACs are also coupled with unique & exciting promotional offers for consumers, this summer:

- **Lifetime Inverter Compressor Warranty<sup>1</sup>**
- **5 Year Comprehensive Warranty**
- **Attractive Cashback through credit cards**
- **0% Consumer Finance through NBFCs**

The Company has also launched **39 new SKUs of its Voltas Fresh Air Coolers** with Smart Humidity Controller, under various sub-categories such as Personal, Window, Tower

<sup>1</sup> Lifetime warranty is restricted to the life of the product which is 10 years as per the E-Waste Rules

### Key Features of Voltas Adjustable Inverter ACs:

- **Adjustable Mode:** Intelligent switching from 1.5 ton usage to 1 ton usage, basis ambient heating and number of people in the room
- **CO<sub>2</sub> Reduction:** Provides cleaner air by reducing levels of CO<sub>2</sub>
- **PM 2.5 Filtration:** Maintains indoor air quality by providing dust-free air
- **Eco- friendly Refrigerant:** Green refrigerant, which is environment friendly
- **Stabilizer Free Operation:** Protects the AC from wider range voltage fluctuations
- **High Ambient Cooling:** Keeps user comfortable even at 52 degree celsius

### Key Features of Voltas Fresh Air Coolers:

- **Smart Humidity Controller:** optimizes the humidity in the air
- **Turbo Air Throw:** Large fan size delivers powerful air throw to cool large spaces.
- **Triple Filter Advantage:** Helps to remove dust particles, micro-organisms and other hazardous particles
- **Anti-bacterial tank:** Reduces bacteria formation in the tank and limits algae growth
- **Honeycomb Cooling pads:** More durable, and provides uniform cooling without letting dirt and sediment deposit.

**VOLTAS LIMITED**

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and Desert Air Coolers. The Company also strengthened its overall portfolio by introducing **43 SKUs of Commercial Refrigeration** products, including Convertible Freezer, Freezer on Wheel and Curved Glass Freezer. The Company has launched **25 SKUs of Water Dispensers** and **22 new SKUs of Water Coolers**.

Through its new Home Appliances brand, **Voltas Beko**, the **Company has launched 31 SKUs of Refrigerators** including a bottom mounted refrigerator series, and a new handle design, with new floral pattern. Voltas Beko launched **5 SKUs of Front Load Washing Machines** with AutoDose Technology, **12 SKUs of Top Load Washing Machines** with Dual Power Rain feature and **9 SKUs of Semi-Automatic Washing Machines**, with Toughened Glass and Soft Fall features. The brand also launched **3 SKUs of Dishwashers** and **9 SKUs of Convection Microwaves**.

**VOLTAS ADJUSTABLE**  
INVERTER AC



### Key Features of Voltas Beko Home Appliances:

#### Refrigerators:

- **StoreFresh+ Technology:** up to 30 days<sup>2</sup> freshness of fruits & vegetables.
- **Neofrost Dual Cooling Technology,** maintains same temperature right from top to bottom of the crisper, ensuring no mixing of odors between compartments.
- **Active Fresh Blue Light Technology,** simulates natural lighting conditions, keeps food fresh.

#### Washing Machine:

- **Stain Expert function:** helps remove 26 types of Indian stains.
- **Hygiene+:** 99.9% anti-allergic wash for your sensitive skin.
- **Auto Dosing feature:** determines exact liquid detergent amount & fabric softener
- **Air Therapy:** helps avoid humidity and prevents creasing
- **Dual Power Rain:** tackles stubborn stain

**About Voltas Limited:** In addition to its Unitary Cooling Products business (which includes Air Conditioners, Air Coolers and Commercial Refrigeration products), Voltas is a premier Engineering Solutions provider and Projects specialist. Founded in India in 1954, Voltas offers smart engineering solutions for a wide spectrum of industries in areas such as heating, ventilation and air conditioning (HVAC), refrigeration, electro-mechanical projects, textile machinery, mining and construction equipment, water management & treatment, cold chain solutions, building management systems, electrification and indoor air quality. Voltas Limited is one of the top 10 companies within the Tata Group. It has also recently launched its range of Voltas Beko Home Appliances, through its new JV in India, in equal partnership with Arcelik of Turkey.

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